

Edgar Filing: Baozun Inc. - Form SC 13G/A

Baozun Inc.  
Form SC 13G/A  
February 09, 2018

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G  
Under the Securities Exchange Act of 1934  
(Amendment No. 3)\*

BAOZUN INC

-----  
(Name of Issuer)

Class A Ordinary Shares, par value US \$0.0001 per share

-----  
(Title of Class of Securities)

06684L103

-----  
(CUSIP Number)

December 31, 2017

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 06684L103  
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13G

- 1. Name of Reporting Person  
I.R.S. Identification No. of above Person

Goldman Sachs Asset Management  
(Goldman Sachs Asset Management, L.P., together with GS  
Investment Strategies, LLC, "Goldman Sachs Asset Management")  
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2. Check the Appropriate Box if a Member of a Group

(a)

(b)

- 3. SEC Use Only

- 4. Citizenship or Place of Organization

Delaware

- 5. Sole Voting Power

Number of  
Shares

0

Beneficially

- 6. Shared Voting Power

0

Owned by

Each

- 7. Sole Dispositive Power

Reporting

0

Person

With:

- 8. Shared Dispositive Power

0

- 9. Aggregate Amount Beneficially Owned by Each Reporting Person

0

- 10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

- 11. Percent of Class Represented by Amount in Row (9)

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0.0 %

-----  
12. Type of Reporting Person

IA  
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- Item 1(a). Name of Issuer:  
BAOZUN INC
- Item 1(b). Address of Issuer's Principal Executive Offices:  
Building B, No. 1268 Wanrong Road  
Shanghai 200436  
The Peoples Republic of China
- Item 2(a). Name of Persons Filing:  
GOLDMAN SACHS ASSET MANAGEMENT
- Item 2(b). Address of Principal Business Office or, if none, Residence:  
Goldman Sachs Asset Management  
200 West Street  
New York, NY 10282
- Item 2(c). Citizenship:  
GOLDMAN SACHS ASSET MANAGEMENT, L.P. - Delaware  
GS INVESTMENT STRATEGIES, LLC - Delaware
- Item 2(d). Title of Class of Securities:  
Class A Ordinary Shares, par value US \$0.0001 per share
- Item 2(e). CUSIP Number:  
06684L103
- Item 3. If this statement is filed pursuant to Rules 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:
- (a).  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).
- (b).  Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c).  Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).

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- (d).  Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e).  An investment adviser in accordance with Rule 13d-1(b) (1) (ii) (E);
- (f).  An employee benefit plan or endowment fund in accordance with Rule 13d-1(b) (1) (ii) (F);
- (g).  A parent holding company or control person in accordance with Rule 13d-1(b) (1) (ii) (G);
- (h).  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i).  A church plan that is excluded from the definition of an investment company under Section 3(c) (14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j).  A non-U.S. institution in accordance with Rule 13d-1(b) (1) (ii) (J);
- (k).  A group, in accordance with Rule 13d-1(b) (1) (ii) (A) through (K).

If filing as a non-U.S. institution in accordance with Rule 13d-1(b) (1) (ii) (J), please specify the type of institution:

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- Item 4. Ownership.\*
- (a). Amount beneficially owned:  
See the response(s) to Item 9 on the attached cover page(s).
  - (b). Percent of Class:  
See the response(s) to Item 11 on the attached cover page(s).
  - (c). Number of shares as to which such person has:
    - (i). Sole power to vote or to direct the vote: See the response(s) to Item 5 on the attached cover page(s).
    - (ii). Shared power to vote or to direct the vote: See the response(s) to Item 6 on the attached cover page(s).
    - (iii). Sole power to dispose or to direct the disposition of: See the response(s) to Item 7 on the attached cover page(s).
    - (iv). Shared power to dispose or to direct the disposition of: See the response(s) to Item 8 on the attached cover page(s).

- Item 5. Ownership of Five Percent or Less of a Class.  
If this statement is being filed to report the fact that as of the date hereof the reporting persons have ceased to be the beneficial owners of more than five percent of the class of securities, check the following [X].

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- Item 6. Ownership of More than Five Percent on Behalf of Another Person.  
Clients of the Reporting Person(s) have or may have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, securities held in their accounts. Clients known to have such right or power with respect to more than 5% of the class of securities to which this report relates are:  
NONE
- Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.  
See Exhibit (99.2)
- Item 8. Identification and Classification of Members of the Group.  
Not Applicable
- Item 9. Notice of Dissolution of Group.  
Not Applicable
- Item 10. Certification.  
Not Applicable

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 9, 2018

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By:/s/ Eddie Arhagba

-----  
Name: Eddie Arhagba  
Title: Attorney-in-fact

GS INVESTMENT STRATEGIES, LLC

By:/s/ Eddie Arhagba

-----  
Name: Eddie Arhagba  
Title: Attorney-in-fact

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INDEX TO EXHIBITS

Exhibit No.	Exhibit
99.1	Joint Filing Agreement
99.2	Power of Attorney, relating to GOLDMAN SACHS ASSET MANAGEMENT, L.P.
99.3	Power of Attorney, relating to GS INVESTMENT STRATEGIES, LLC

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EXHIBIT (99.1)

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k)(1) promulgated under the Securities Exchange Act of 1934, the undersigned agree to the joint filing of a Statement on Schedule 13G (including any and all amendments thereto) with respect to the Class A Ordinary Shares, par value US \$0.0001 per share, of BAOZUN INC and further agree to the filing of this agreement as an Exhibit thereto. In addition, each party to this Agreement expressly authorizes each other party to this Agreement to file on its behalf any and all amendments to such Statement on Schedule 13G.

Date: February 9, 2018

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By: /s/ Eddie Arhagba

-----  
Name: Eddie Arhagba  
Title: Attorney-in-fact

GS INVESTMENT STRATEGIES, LLC

By: /s/ Eddie Arhagba

-----  
Name: Eddie Arhagba  
Title: Attorney-in-fact

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EXHIBIT (99.2)

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that GOLDMAN SACHS ASSET MANAGEMENT, L.P. (the "Company") does hereby make, constitute and appoint each of Eddie Arhagba, Abdul Khayum, Jerry Li, and Jose Canas (each, an "attorney-in-fact"), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the

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Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until the earlier of (i) June 30, 2020 and (ii) such time that it is revoked in writing; provided that in the event an attorney-in-fact ceases to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates or ceases to perform the function in connection with which he/she was appointed attorney-in-fact prior to such time, this Power of Attorney shall cease to have effect in relation to such Attorney-in-Fact upon such cessation but shall continue in full force and effect in relation to any remaining attorneys-in-fact. The Company has the unrestricted right unilaterally to revoke this Power of Attorney.

THIS POWER OF ATTORNEY shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to rules of conflicts of laws.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of June 28th, 2017.

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By: /s/ Ellen R. Porges

\_\_\_\_\_  
Name: Ellen R. Porges  
Title: General Counsel

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EXHIBIT (99.3)

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS GS INVESTMENT STRATEGIES, LLC (the "Company") does hereby make, constitute and appoint each of Eddie Arhagba, Abdul Khayum, Jerry Li, and Jose Canas (each, an "attorney-in-fact"), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until either revoked in writing by the undersigned or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates.

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IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of July 6th, 2017.

GS INVESTMENT STRATEGIES, LLC

By: /s/ Umit Alptuna

\_\_\_\_\_  
Name: Umit Alptuna

Title: Authorized Signatory and Managing Director

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